

I support media diversity

I walked into a Target store today--you know, the one with the big redbullseye and marketing research team with tactics comparable to the US military intelligence--with my good friend to register for her baby shower. I used to work at a Target. I dislike visiting Target if for no other reason than I had uncovered some ugly facts about their true missions. We were there for over an hour, both of us waddling, bellies full of sushi, and--oh joy!--we neared the registers. But oh no, not yet. Got to look for some fifteen year old romance movie that takes place on a boat or something. While my friend shopped, I perused the children's video section. There are these four old guys I've never heard of--"the wiggles"--who had something like seven different videos on the shelf. The Wiggles play different instruments and wear sparkly suits. Then there was Blue's Clues. And Barney. And Teletubbies (a highly disturbing light show appealing to childrens short attention spans rather than perhaps attempting to prolong them). And some other shit. Turn around, there's another shelf full of toys to match the videos. Every kid will have the opportunity to be exposed to the exact same thing. And if they are not? They will be ostracized from the harsh society of six year olds. I should know. Thus begins the process of uniformication (not sure if that is a word). Thus begins the training to consume. Thus begins the training to fear the unknown. Thus breeds a comfort in familiarity. From there stem any number of societal diseases now rampaging our own communities. Homophobia, racism, and ignorance all stem from the cradle nowadays. No one wants to stick out for fear of rejection. I was rejected as soon as I transferred to an upper middle class neighborhood because my neighborhood didn't offer programs for gifted children. I lived in what some here call a ghetto (it's not), raised on welfare. Went to school with the first generation of baby yuppies and was made fun of, ostracized and beaten up because I wasn't trained to look, act, or think like them. And you know what? I never deferred to the other side. I'm a well adjusted adult with the most dangerous tool you corporate groupies should fear: the ability to make others think. If you continue (and I'm sure you will) to attempt to sterilize the mindset of the American public, there will be a revolution. It's underway already. You know that. The ball is in your court. If you do what's ethically sound, we might be able to work together. But every day I wake up and leave my house, I starting conversations with people. On the bus, on the street, waiting in line for coffee, in the library, in the elevator of an office building, wherever. The grassroots revolution has begun.